

# Atlanta BeltLine

## Quarterly Briefing

### Agenda

- Welcome & Open House
- ABI CEO Update
- Community Engagement Update
- Design & Construction Update
- Transit Update
- Atlanta BeltLine Partnership Update
- Q&A

March 20, 2012

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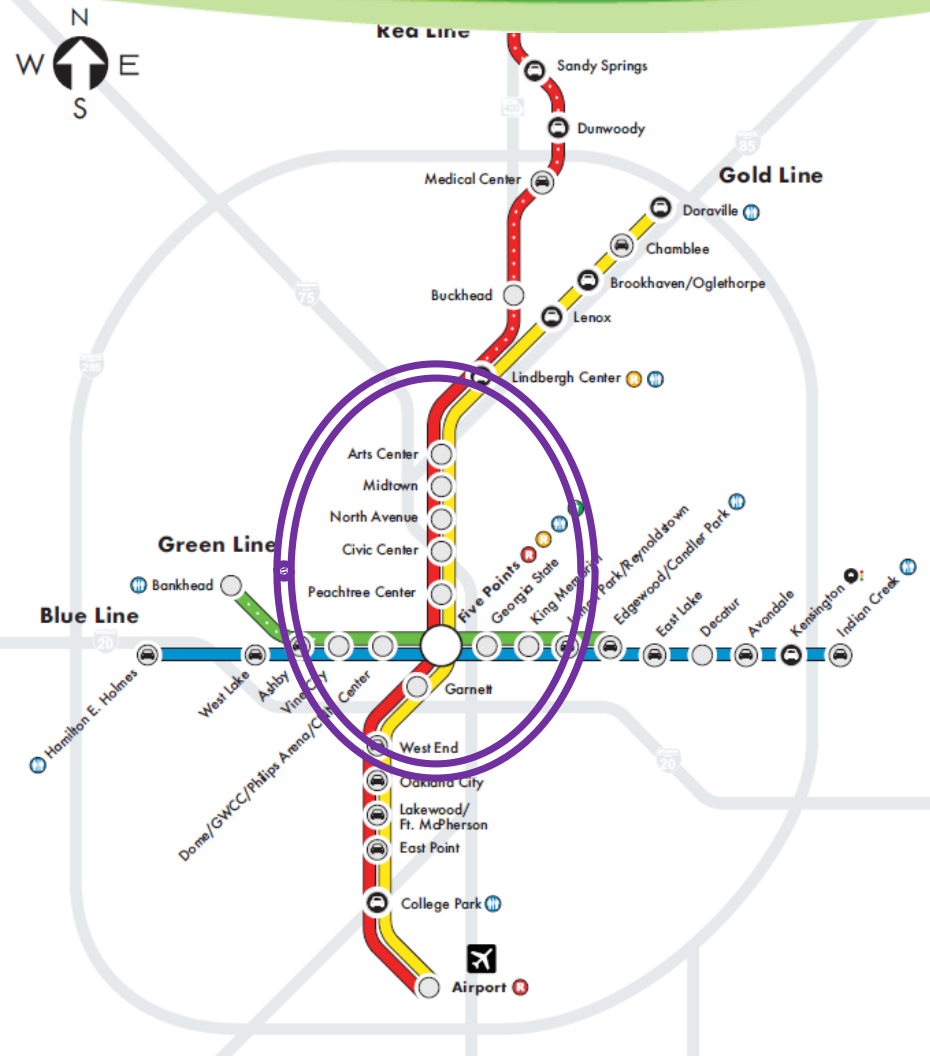
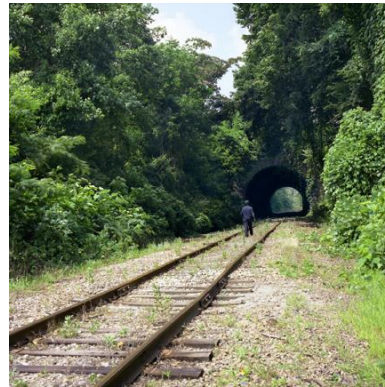
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# History & Context

## Providing Region with Needed Connectivity



The Atlanta BeltLine is in the heart of the Atlanta region & utilizes historic freight rail ROW circling the City.

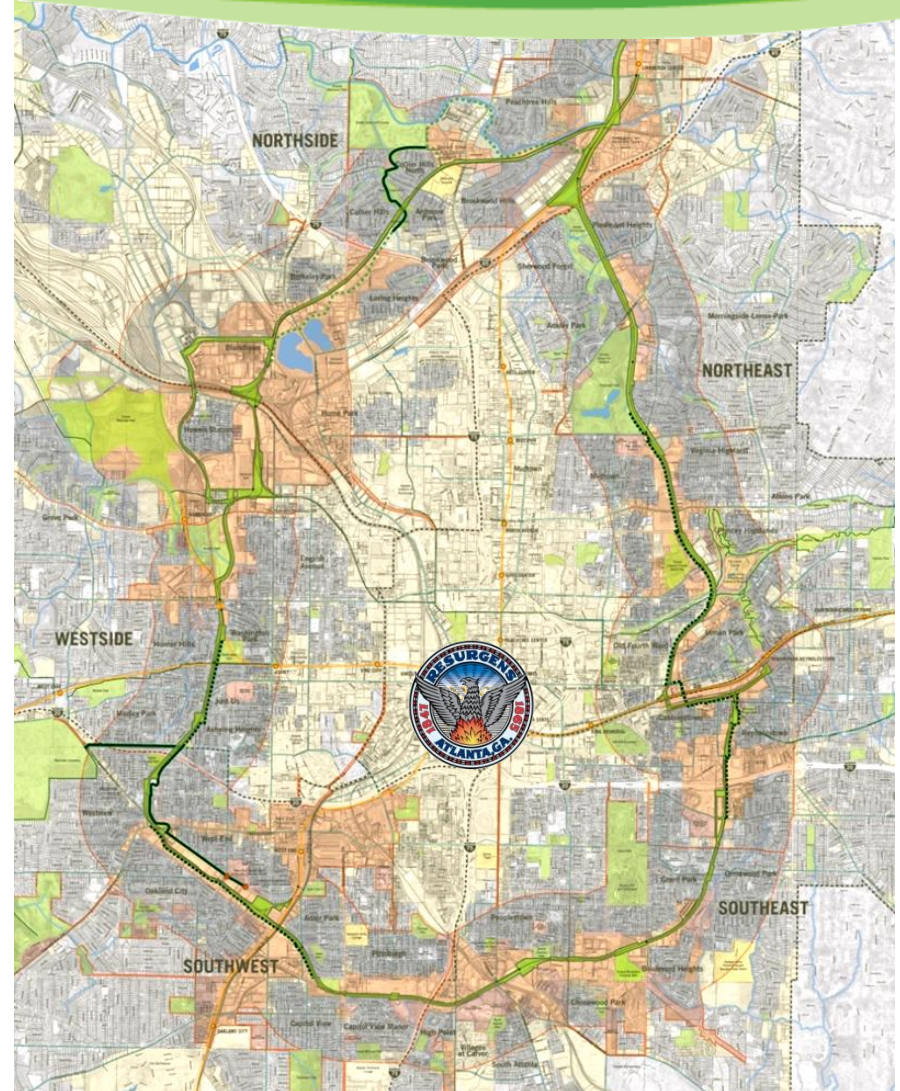


## Location & Scale

### Significant Opportunity for Significant Impact



- Connects **45 neighborhoods**
- **22% of City of Atlanta population** lives in the Atlanta BeltLine planning area
- **19% of the City's land mass** is inside the Atlanta BeltLine planning area
- **40% increase** in Atlanta's parkland
- **6,500 acre TAD**





you are here.





# Comprehensive Concept

## Key Elements



**Transit**  
**22-mile loop**



**Parks**  
**1300 new acres**



**Trails**  
**33 miles**



**Economic Development**  
**30k jobs**



**Affordable Housing**  
**5,600 Units**



**Historic Preservation**



**Public Art & Urban Design**



**Environmental Clean-up**  
**1100 acres**

# How Does The Atlanta BeltLine Happen

## Public Private Partnership



- Public side
- Formed by Atlanta Development Authority
- Planning, design, implementation and engaging residents in these processes

- PATH Foundation
- Trust for Public Land
- Trees Atlanta
- MARTA
- Piedmont Park Conservancy
- Many others

- Parks, Recreation and Cultural Affairs
- Planning and Community Development
- Public Works
- Watershed Management



- Private side
- Awareness and education
- Raises private funding
- Social Impacts
- Public input
- Grass roots support
- Volunteering
- City of Atlanta's Economic Development Arm
- Manages affordable housing programs
- \$1.7 billion in local bond financing



# Atlanta Beltline Construction Progress to Date



## Under Construction:

- 1 Eastside Trail
- - Trails
- - Parks

## Completed:

- 2 Historic Fourth Ward Park
- 3 Skate Park (Cox Parcel)
- 4 Boulevard Crossing Park
- 5 D.H. Stanton Park
- 6 West End Trail Phase I (October 2008)
- 7 Northside Trail Opened (April 2010)
- 8 West End Trail Phase II (June 2010)





## Business Opportunity Forums

*AGL Headquarters, February 29 (Design) & March 6 (Construction)*

- Over 200 MBE/FBE/DBE design & construction firms participated
- Doug Hooker, Executive Director of the Atlanta Regional Commission, provided an overview of the 150+ Atlanta Region projects
- A panel provided information on DBE certification and procurement for their respective jurisdictions
- Partnered with the Greater Atlanta Economic Alliance, Atlanta Business League, Urban League of Greater Atlanta, Greater Women's Business Council, and the Georgia Minority Supplier Development Council



### Organic Land Care Symposium

*Atlanta Botanical Garden – March 5, 2012*

- The goal of the symposium is to advance the discussion of how we want to take care of our public and private spaces
- More than 140 attendees (56% increase in attendance)
- This event was made possible with the support of many sponsors: Ed Castro Landscape, Atlanta Botanical Garden, Reeves Contracting Company, Georgia Organics, Arborguard Tree Specialists, Turner Foundation, Pond, and Perkins+Will.



### New Team Members



#### **JENNY PITTAM, Communications Coordinator**

- Veteran of the U.S. Army who served in Germany, Kuwait and Iraq
- Worked as the Marketing Manager for The Zac Team and The BeltLine Team real estate group
- Began volunteering with the Atlanta BeltLine Partnership in 2007 and
- Currently serves on the Art on the Atlanta BeltLine committee
- Graduated summa cum laude from Washington University in St. Louis on an ROTC scholarship



#### **BRIAN HOOKER, Director of Real Estate**

- Responsible for overseeing all real estate-related activities for ABI as pertaining to parks, trails, transit right-of-way, affordable workforce housing and economic development
- Previously was the Director of Real Estate Consulting at CBRE
- 11 years of real estate experience in site selection, economic incentives, brokerage and transaction management, funding, expansion, and advisory roles in both the public and private sector
- A Stanford University graduate in Electrical Engineering, Brian is a LEED Accredited Professional, a Certified Commercial Investment Member (CCIM), and a graduate of the Real Estate Associates Program (REAP) where he serves on its Board of Directors



# Atlanta BeltLine

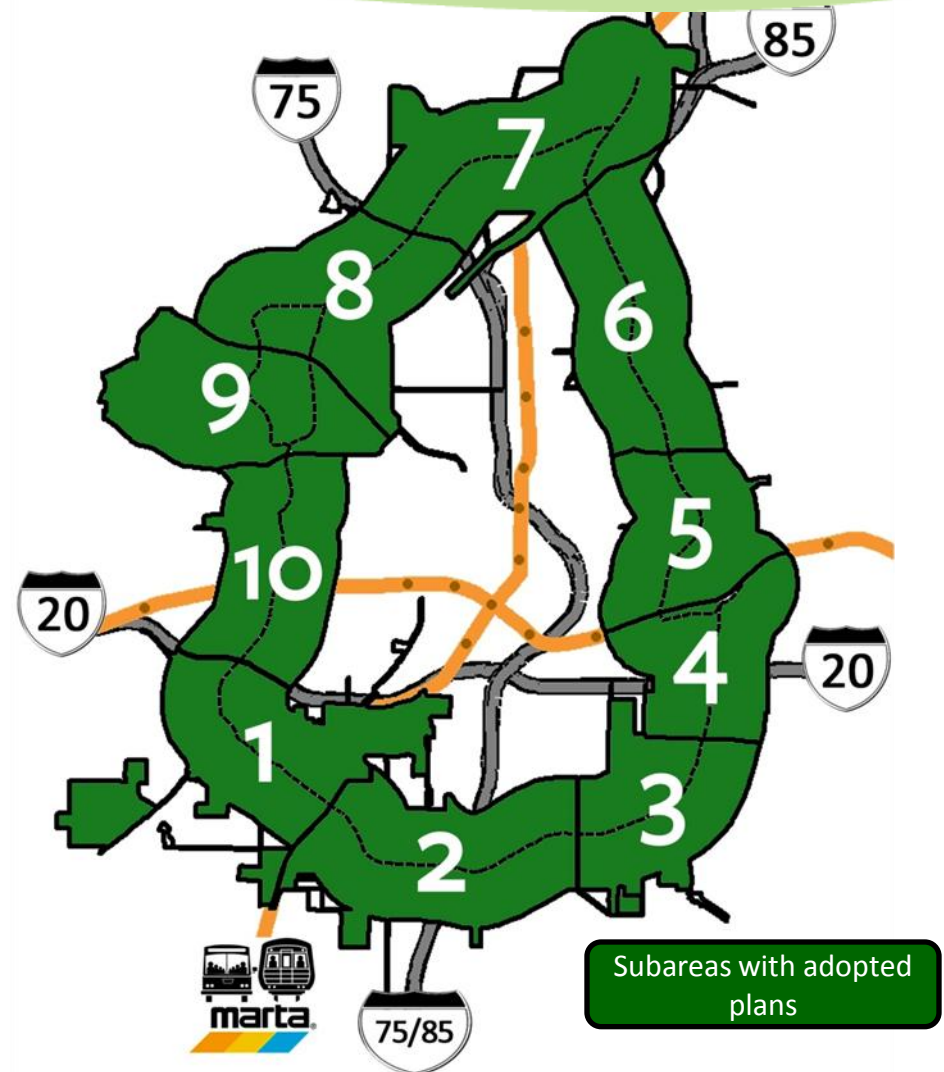
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- All 10 Subarea Master Plans adopted by City Council!
- Subarea 8 Master Plan adopted on 3/19/12



- **Draft Environmental Justice Policy**
- **Advisory Board Updates:**
  - TADAC
  - BAHAB
- **Upcoming Meetings and Events**



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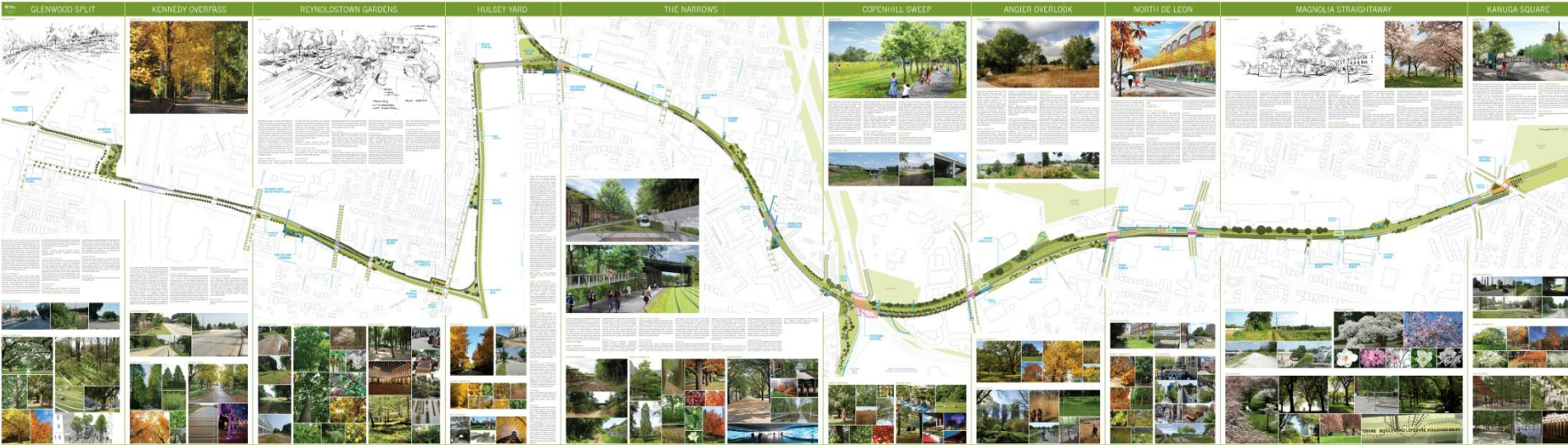
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# Design & Construction Update

## Eastside Corridor Design





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## Eastside Corridor Design





# Eastside Trail Construction Update





- Atlanta's largest temporary art project returns this fall
- Call for Artists is out! **Deadline is April 16 – [art.beltline.org](http://art.beltline.org)**
- Exhibition from September 8 through November 12



**art**  
on the  
**ATLANTA BELTLINE**





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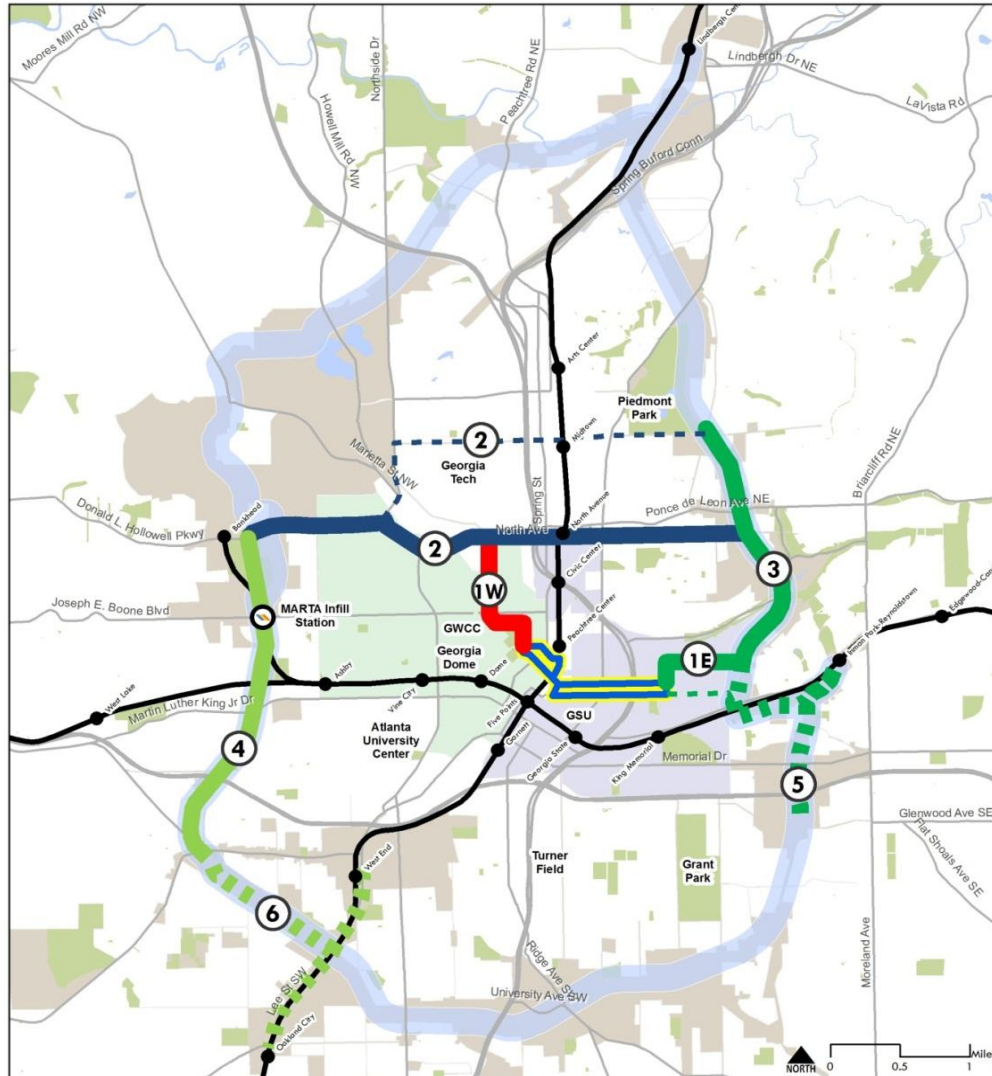
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# Transportation Referendum Project Definitions

## Detailed Segment Map (~14.5 New Miles Total)



### Referendum/TAD Funded

- TIS 1W - Downtown Streetcar West Extension
- TIS 2 – Crosstown/Midtown

### Referendum/Federal/TAD Funded

- TIS 1E - Downtown Streetcar East Extension
- TIS 3 – Atlanta BeltLine East
- TIS 4 – Atlanta BeltLine West
- TIS 5 – Atlanta BeltLine Southeast
- TIS 6 – Atlanta BeltLine Southwest

## Referendum Projects – TIS 1W

### Atlanta Streetcar Extension West



- 0.9 mile extension of Atlanta Streetcar to connect to GWCC and Georgia Tech
- Luckie Street is a potential alignment
- Would connect to the Peachtree Center MARTA station



## Referendum Projects – TIS 2

### Crosstown/Midtown Line



- 3.9 mile east-west line from Bankhead MARTA to Ponce City Market (City Hall East)
- North Avenue/Ponce De Leon alignment option recommended in previous studies directly serves south Midtown
- Alternative alignment being considered along 10<sup>th</sup> Street

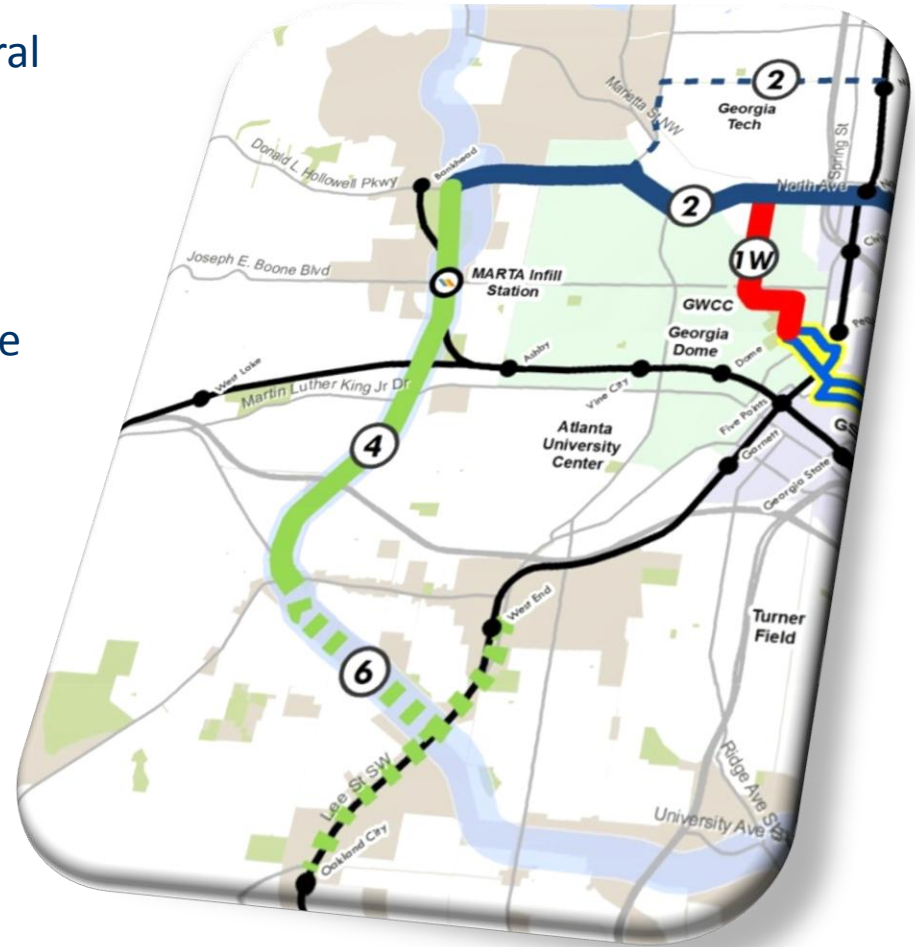


# Referendum Projects – TIS 4 and 6

## Atlanta BeltLine West



- 4.9 Miles north south line connecting Westside and southwest Atlanta with Central Business District
- Multiple connections to Midtown and Downtown via MARTA, Atlanta Streetcar Extension West & Midtown/Crosstown Line
- Includes infill station on MARTA Line at Joseph E. Boone Boulevard

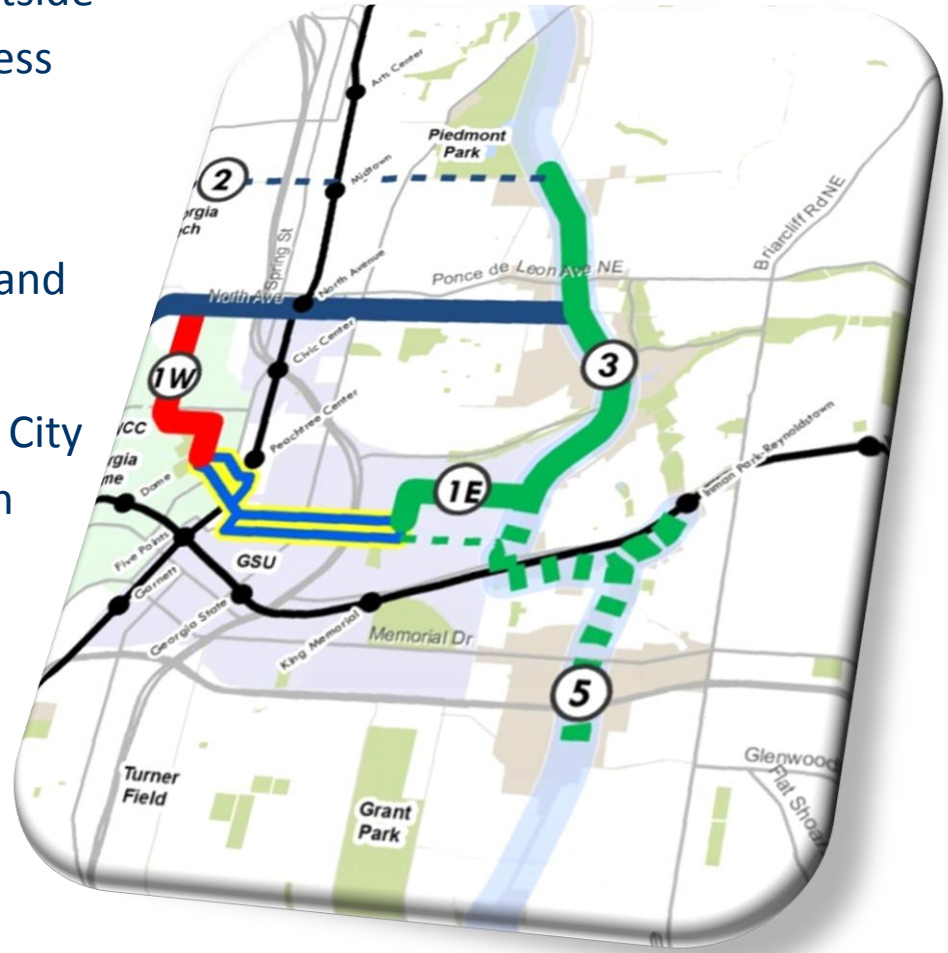


# Referendum Projects – TIS 1E, 3 and 5

## Atlanta BeltLine East



- 4.9 Miles north south line connecting Eastside and southeast Atlanta with Central Business District
- Multiple connections to Midtown and Downtown via MARTA, Atlanta Streetcar and Midtown/Crosstown Line
- Includes service to Piedmont Park, Ponce City Market (City Hall East) and Historic Fourth Ward Park



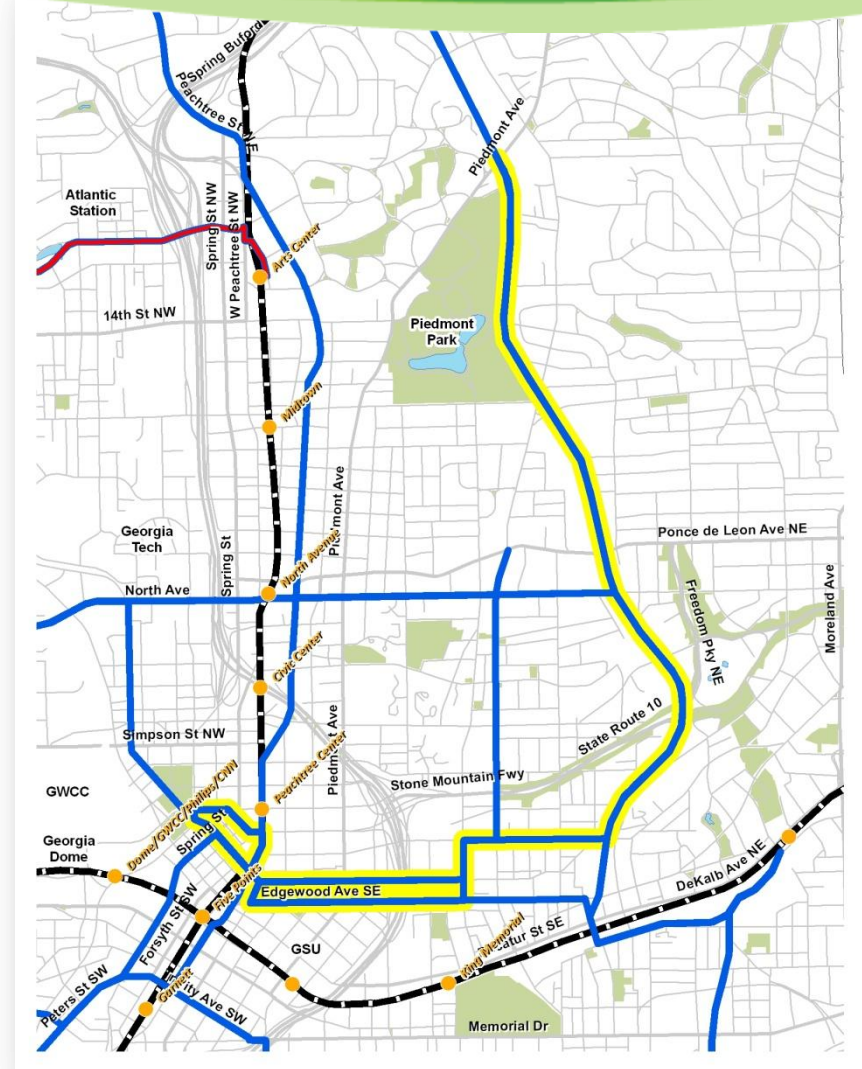
# Integrated Transit Service

## Atlanta BeltLine East to Downtown



Routes will connect destinations and provide for seamless connections

- Yellow highlights a potential single seat ride route from Piedmont Park to Downtown
- No transfers required
- Atlanta BeltLine and Atlanta Streetcar use the same vehicles and systems





# Transportation Referendum

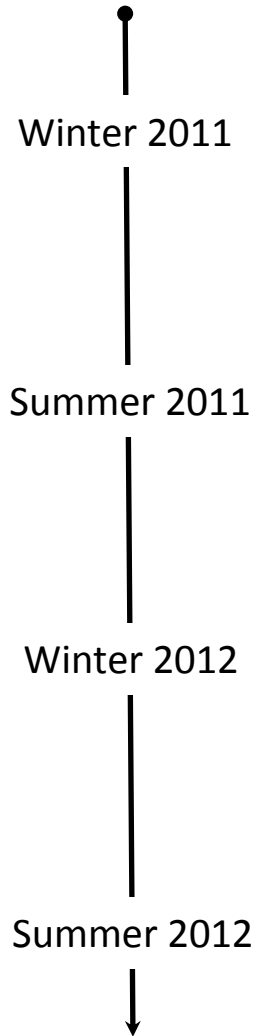
## Technology Considerations for Atlanta BeltLine



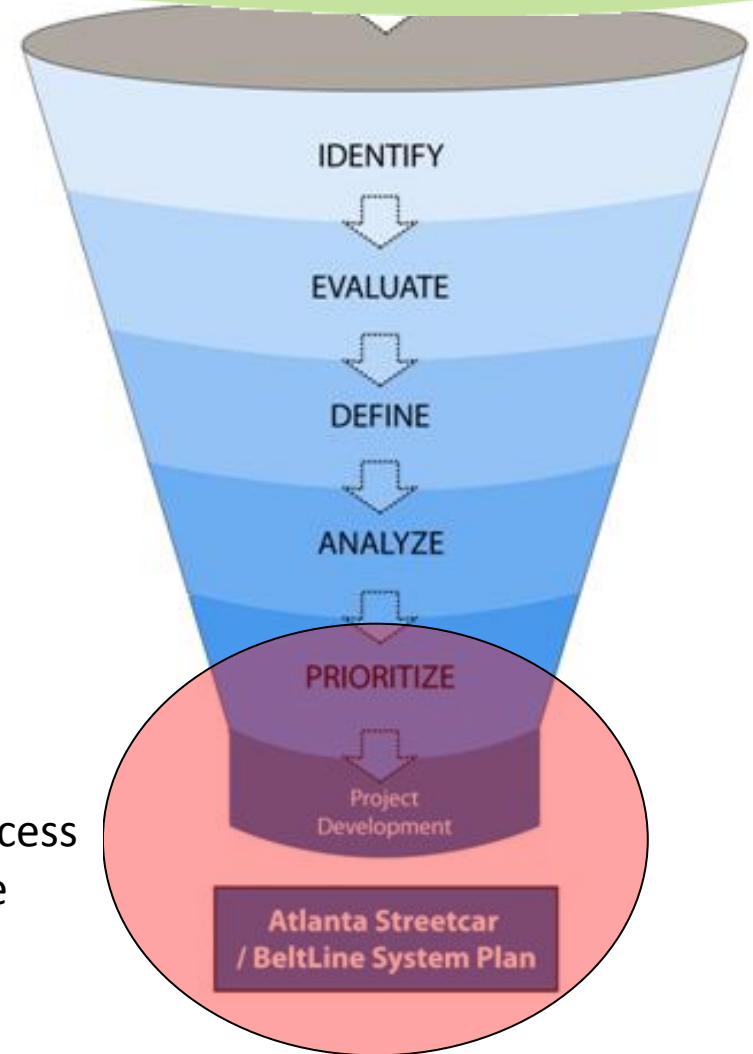
### Wire-free Technology



# Transit Implementation Strategy Status Update



Study process  
is here



# Transit Implementation Strategy

## Status Update



- Detailed Technical Analysis Wrapping-Up
  - Ridership
  - Economic impact
  - Equity
  - Cost estimates
  - Conceptual engineering
  - Stakeholder and public input on alignment alternatives



# Transit Implementation Strategy

## Next Steps



- Finish Prioritizing Projects (March)
- Complete Financial Analysis (March)
- Document Plan (March - April)
- Complete Community Engagement (April - May 2012)
- ABI Board Approval (May or July 2012)
- Submit to City (Fall 2012)



## Awareness, Education & Ownership

### Running Series (Run.BeltLine.org):

- 2012 Title Sponsor: Internal Data Resources
- Northside 5K – Saturday, April 28 @ 8am at Tanyard Creek Park
- Monthly Run Club: Thursday, March 22 @ 6:30pm at Park's Edge



### Adopt-the-Atlanta BeltLine (Adopt.BeltLine.org):

- Only 3 spots remain!
- Totals-to-date: 3,400 hours and 1,160 volunteers.



# Atlanta BeltLine

### Atlanta BeltLine Tours (Tours.BeltLine.org):

- New process: tours open on 15<sup>th</sup> of each month
- Demand remains strong







## Awareness, Education & Ownership

### ABI & ABLP Expanded On-Line Following:



#### Facebook

- 9,100+ fans on Atlanta BeltLine Official Facebook page
- 800+ fans for Art on the Atlanta BeltLine fan page
- 400+ fans for Atlanta BeltLine Running series page

#### Twitter

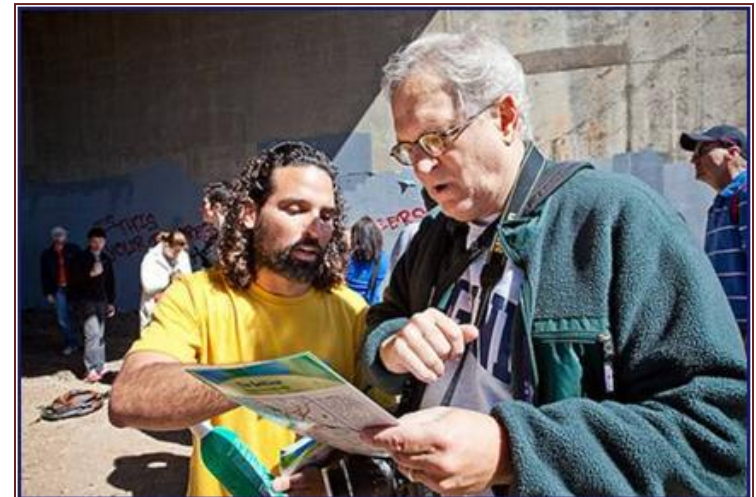
- 5,000+ followers

#### eNews

- 14,200+ recipients of email newsletters

#### Website Traffic

- More than 43,000+ visits to [beltline.org](http://beltline.org)
- January 2012 contained 5th highest traffic day ever



### Addressing Social Impacts

- Creating permanently affordable housing through the Atlanta Land Trust Collaborative (ALTC)
  - 3 ALTC homes under contract at the Lofts at Reynoldstown Crossing
  - 3 ALTC homes in the Pittsburgh Community are under renovation
  - Prefabricated, energy efficient homes in Reynoldstown slated for fall.
- Working with 40+ partners to improve the efficiency of the employment system around the Atlanta BeltLine for the benefit of employers, job-seekers and the environment

### Atlanta BeltLine Partnership Capital Campaign

- \$38 million raised from 110+ donors
- \$33.6 million spent or committed to parks, trails, and ABLP programs

### Atlanta BeltLine Partnership Annual Campaign

- Funds ABLP Awareness, Education & Ownership programs, Social Impact programs, and our stewardship of private sector resources
- More than \$196,600 raised from ~150 donors and special events in 2011
- \$545,000 goal for 2012





### Connecting People through Events:

- Atlanta BeltLine Night at the Hawks: Wednesday, April 18 vs. Detroit Pistons
- Earth Day on the Atlanta BeltLine: Saturday, April 21
- Atlanta BeltLine Northside 5K: Saturday, April 28
- Atlanta BeltLine Bike Tour: Saturday, May 5



### Volunteer Opportunities

- Festival season begins in April
- Atlanta BeltLine Ambassadors





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